

2.18 30318 INDUSTRIAL MANAGEMENT

UNIT-1 INTRODUCTION TO MANAGEMENT SCIENCE:

- 1.1 Principles & functions of management
- 1.2 Contributions of F.W. Taylor, Henry Fayola, Max Weber in development of the theories of management science.

UNIT-2 ORGANIZATIONAL BEHAVIOR:

- 2.1 Objectives
- 2.2 Brief introduction to: Motivation, Perception
- 2.3 Leadership & Leadership Styles,
- 2.4 Communication, Team Building, Work Culture.

UNIT-3 HUMAN RESOURCES MANAGEMENT:

- 3.1 Scope & Functions
- 3.2 Human Resources Planning
- 3.3 Selection & Recruitment
- 3.4 Training & Development
- 3.5 Performance Appraisal.

UNIT-4 PRODUCTION & MATERIAL MANAGEMENT:

- 4.1 Production Planning: Routing, Loading
- 4.2 Scheduling, Production Control: Expediting, Dispatching
- 4.3 Materials Handling Inventory Management Inventory Management,
- 4.4 Productivity, Quality Management: Tools & Techniques, Quality Management System.

UNIT-5 FINANCIAL MANAGEMENT:

- 5.1 Financial Ratios
- 5.2 Elements of Costing,
- 5.3 Auditing

UNIT-6 MARKETING & SALES MANAGEMENT:

- 6.1 Marketing of products & Services
- 6.2 Advertising & Sales Promotion
- 6.6 Consumer Behavior

Reference Books:

1. Essentials of Management / Kuntz / McGraw-Hill of India
2. Organization & Behavior / M. Bannered / Allied Publishers
3. Human Behavior at Work: Organizational Behavior / Keith Davis & Newsroom / McGraw-Hill of India